

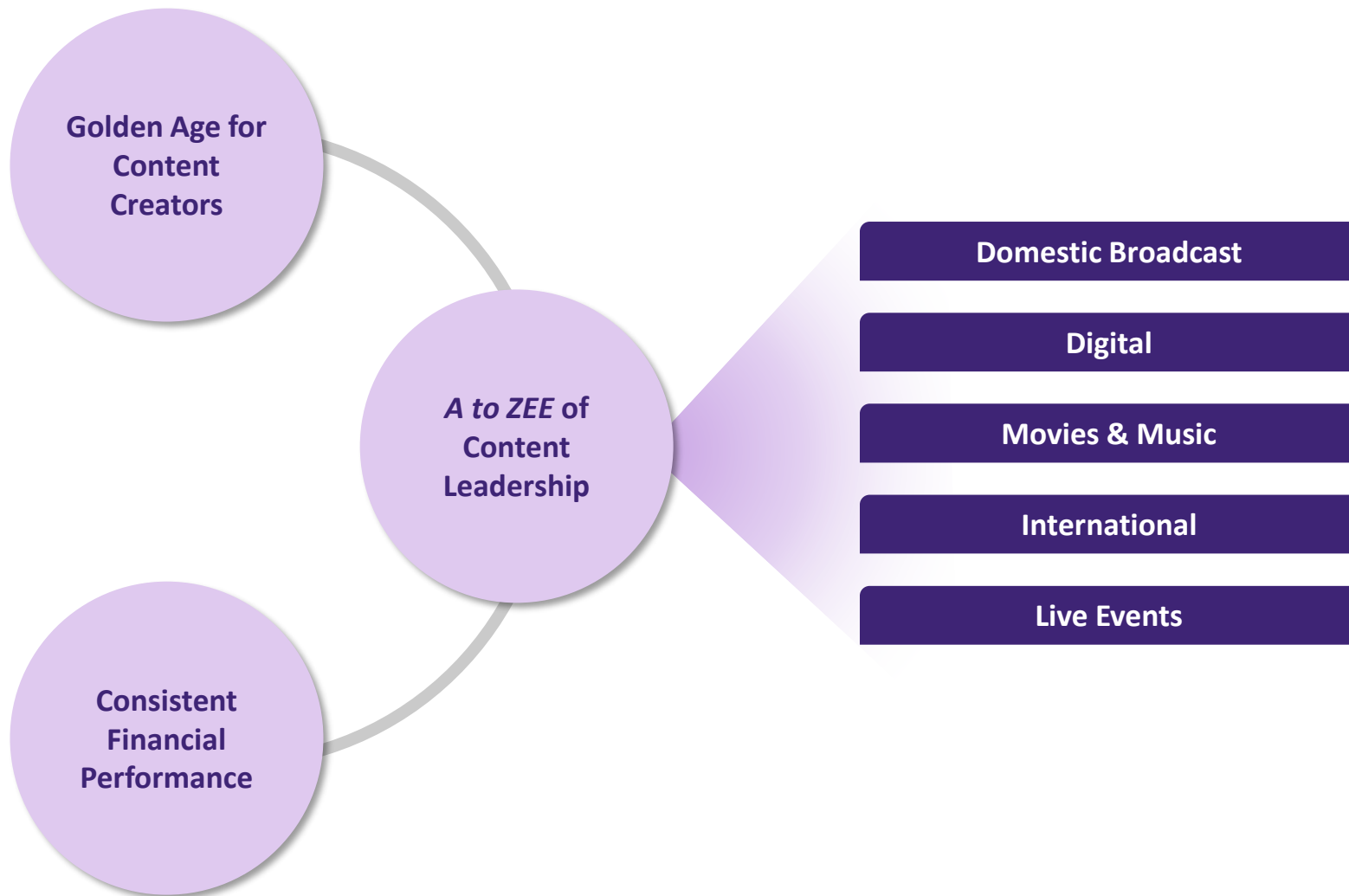


Extraordinary Together



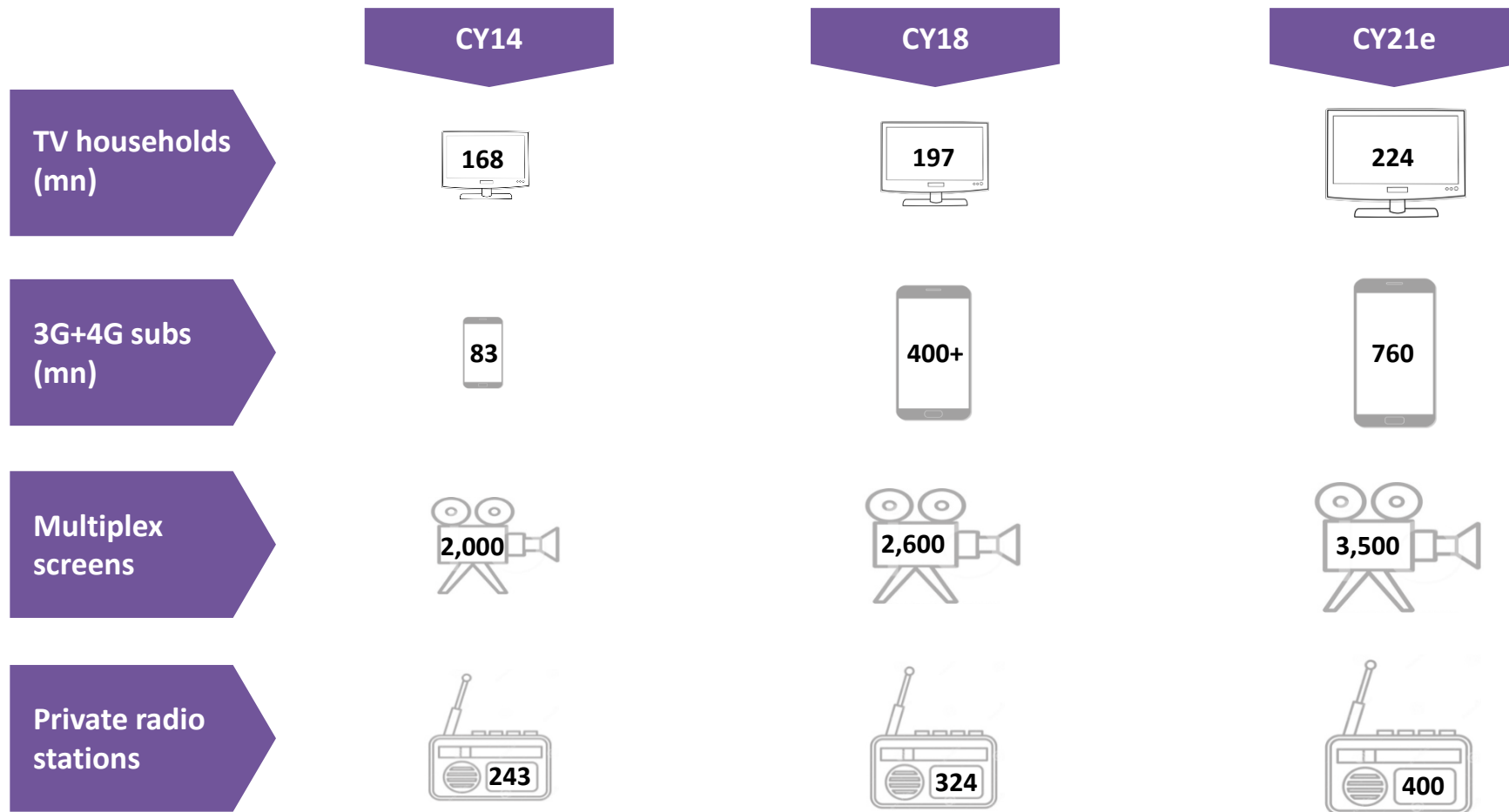
Zee Entertainment

360° Entertainment Content Company



Content consumption is at an inflection point...

ZEE

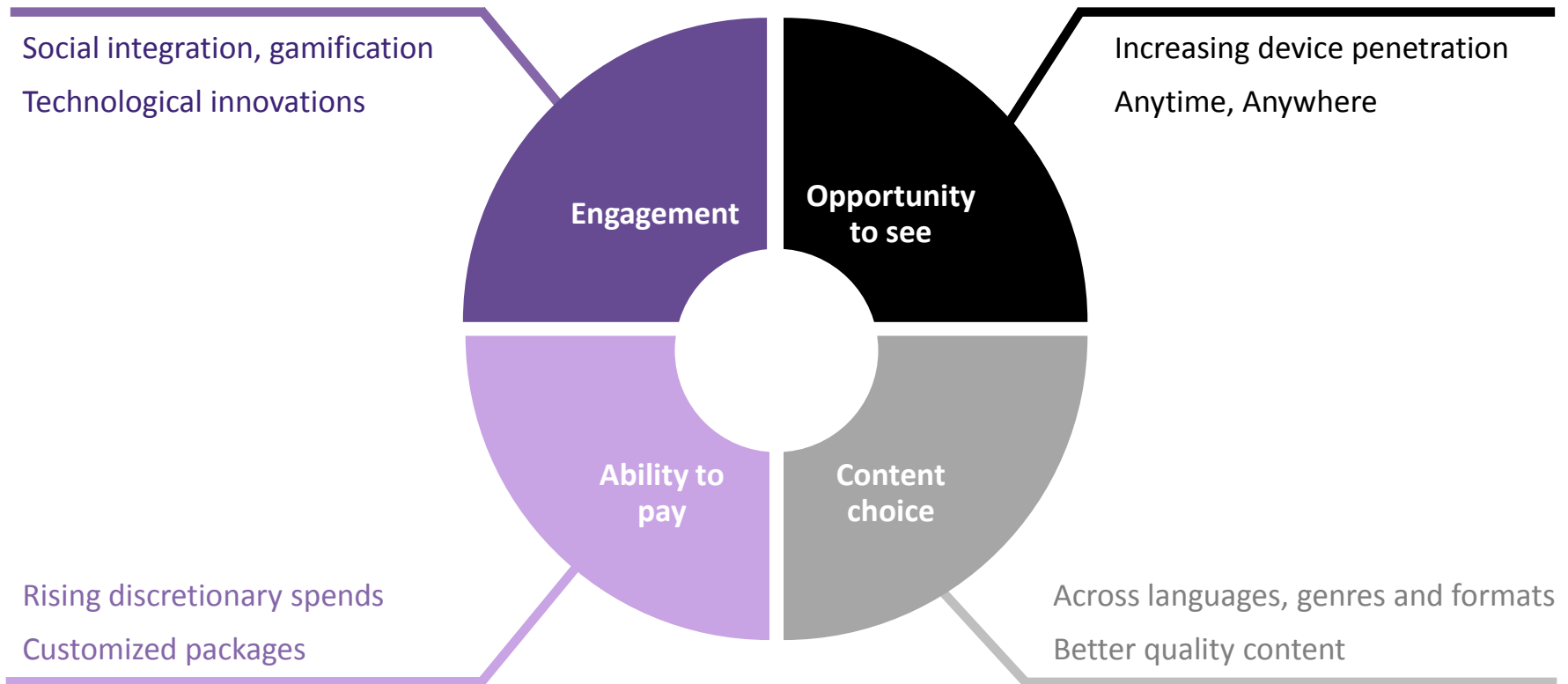


Source: TRAI, FICCI M&E report, Industry estimates



Content availability has increased across all mediums and is expected to continue to grow

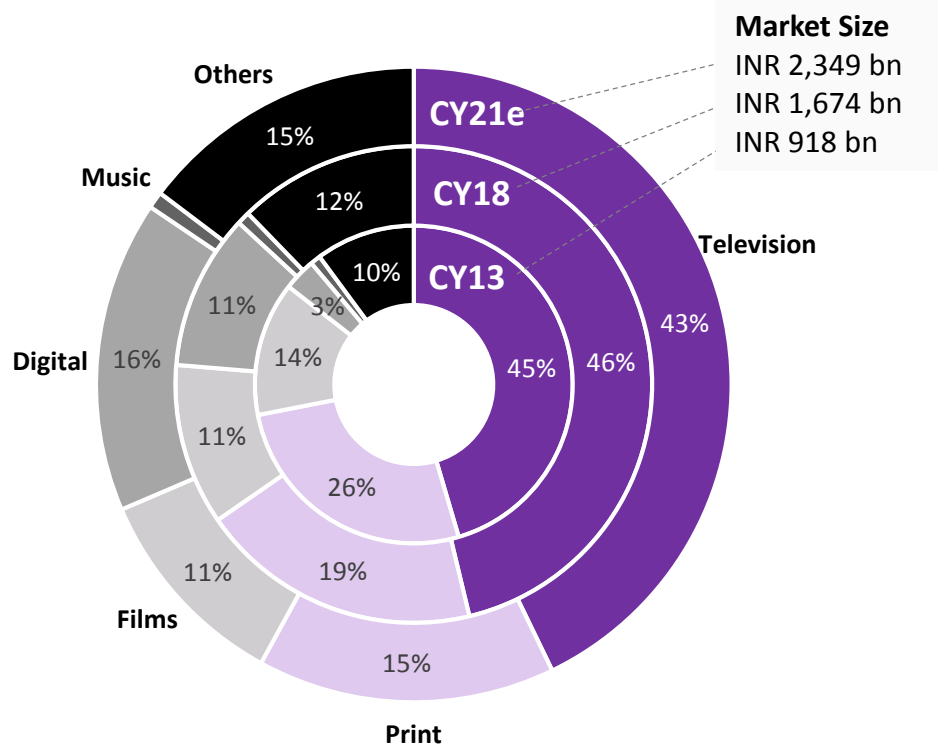
...with multiple levers for growth acceleration



Growth drivers in place to boost India's low per capita entertainment consumption

M&E is witnessing an all-round growth in India

M&E industry revenue break-up



Category	CY12-17 CAGR	CY18-21e CAGR
Television	12.1%	8.8%
Print	4.7%	3.4%
Digital	41.2%	28.0%
Movies & Music	7.3%	10.6%
Others*	16.1%	13.3%
M&E industry	11.7%	12.0%

Source: FICCI-EY M&E Report 2019; FICCI-KPMG M&E Report 2017

* - Others include Radio, Animation, VFX, Gaming and OOH

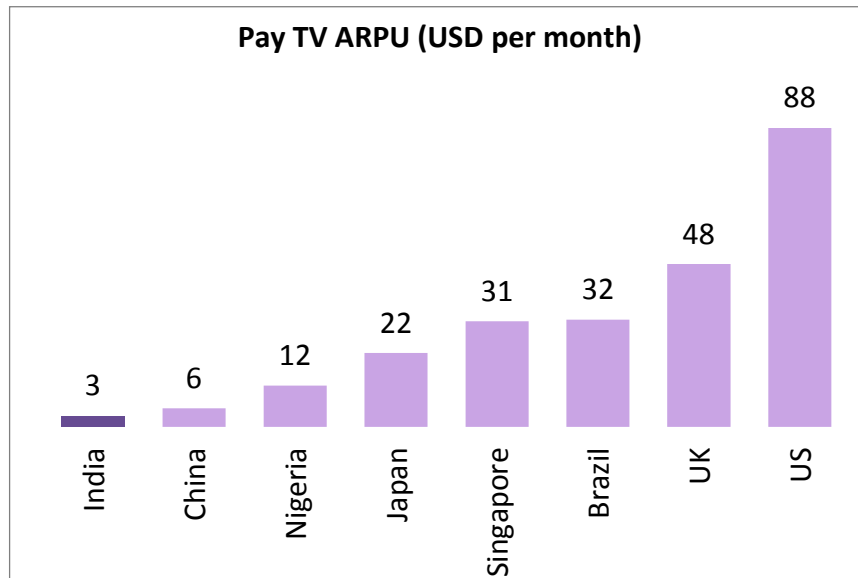


Television to remain the largest medium while Digital will continue to lead the growth

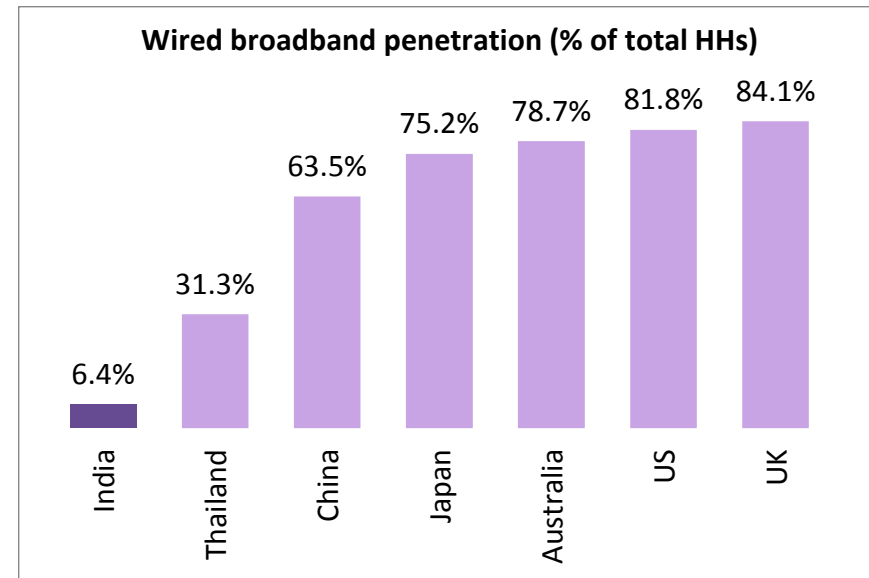
The big debate – TV *or* Digital?

Indian market is different on two key parameters

Low TV ARPUs and wired broadband penetration make TV the preferred medium for content consumption



Source: OFCOM Market Report 2017



Source: BofAML Research Report



Wired broadband is a prerequisite for digital to become the mainstay for content consumption

Mobile broadband is driving the digital content consumption in India

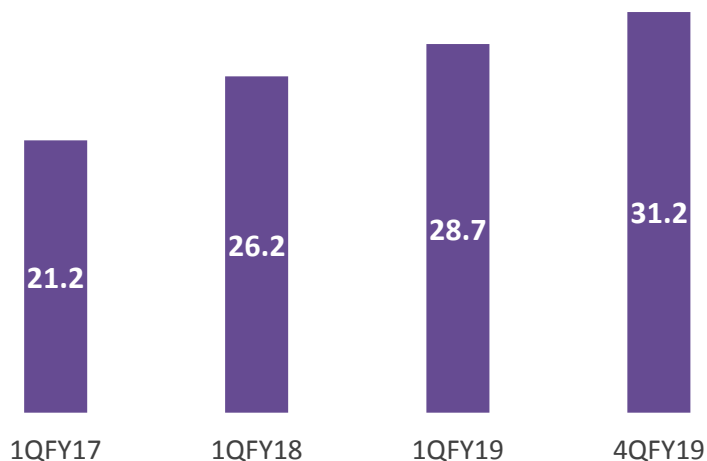
Pay TV in India offers unlimited content (200+ channels) at ~4 USD per month

TV and Digital are growing in tandem

ZEE

Since 4G roll-out, TV viewership has grown by 45% and video consumption on mobile has become substantial

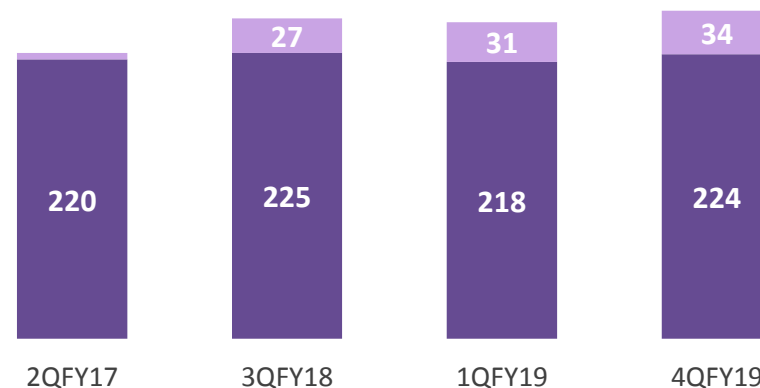
Average weekly impressions on TV (bn)



Source: BARC data

Average daily time spent on video (min)

■ Television ■ Digital



Time spent on TV based on BARC data representing universe of 836mn individuals;
Time spent on mobile based on data of a leading telco; Total 3G+4G subs ~400mn



Mobile data consumption has grown by over ~20x over the past 2.5 years, primarily driven by video
Television viewership has seen healthy growth across age groups over the last two years

Digital - A new growth opportunity



**>95% single TV
homes**

**Mobile becomes
second screen**

**Content for
audience not
available on TV**

New viewers

**On the go,
on demand**

More viewership

Incumbents to have an edge in the OTT space

ZEE

Collaborative process for content creation



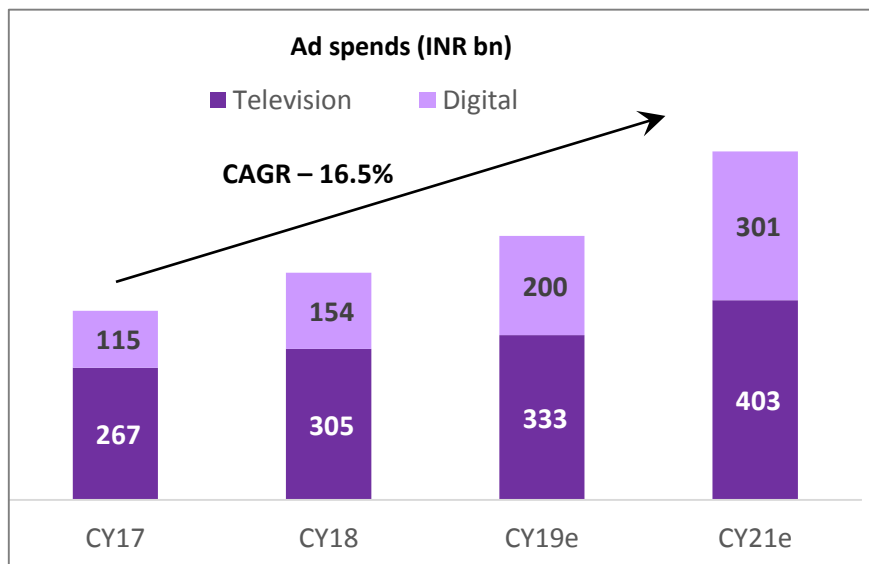
Broadcasters retain the IP rights of their content; no market for content aggregation

Building a sizeable library for the multi-lingual Indian market is a long-drawn process

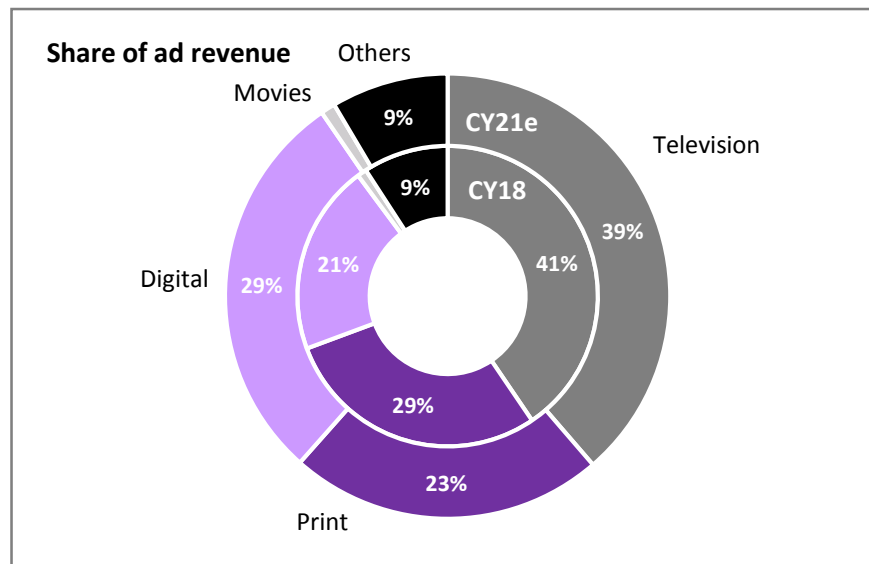
Original content created for TV seamlessly moves to broadcasters' OTT for on-demand viewing

TV + Digital to contribute to 70% of ad spends

Digital expected to grow at ~2x of M&E ad growth, TV to maintain share



Source: FICCI EY M&E Report 2019



Source: FICCI EY M&E Report 2019

Double-digit nominal GDP growth

Increasing discretionary spends

Organized sector gaining share

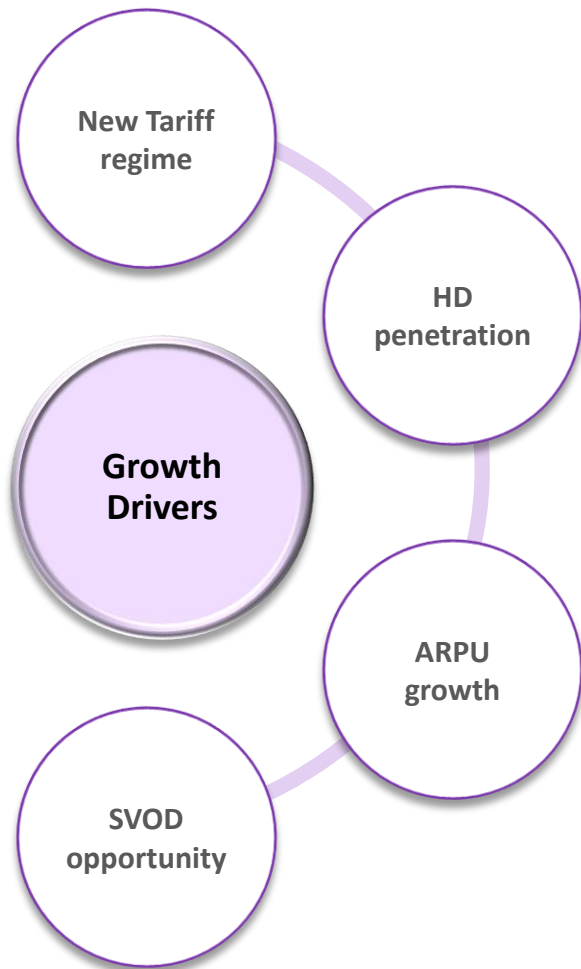
New categories like BFSI, Pharma, Travel

Digital bringing new advertisers

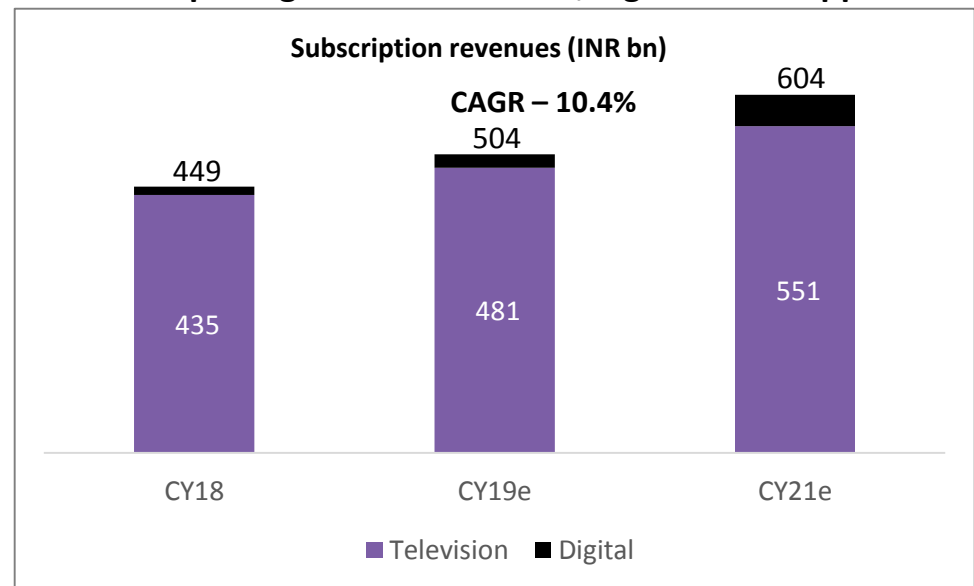
Multiple drivers for ad spend growth

Drivers in place for subscription revenue growth

ZEE



TV subscription growth to continue, digital a new opportunity



Source: FICCI EY M&E Report 2019



TV ARPU growth can accelerate with the implementation of the new Tariff order

SVOD will ramp up as a substantial revenue stream as digital exclusive content catalogue builds-up

New Tariff Order to be beneficial for the industry



Consumers get flexibility to choose content

Consumers can customize their packages and pay for what they want to watch

Incentivizes increased consumer-focus

Ability to customize and uniform pricing across platforms means that consumer-focus is one of the most important drivers of growth

Broadcasters have the ability to price content

Broadcasters can price their products directly for the consumers; enables monetization commensurate with viewership

Improves efficiency in the value-chain

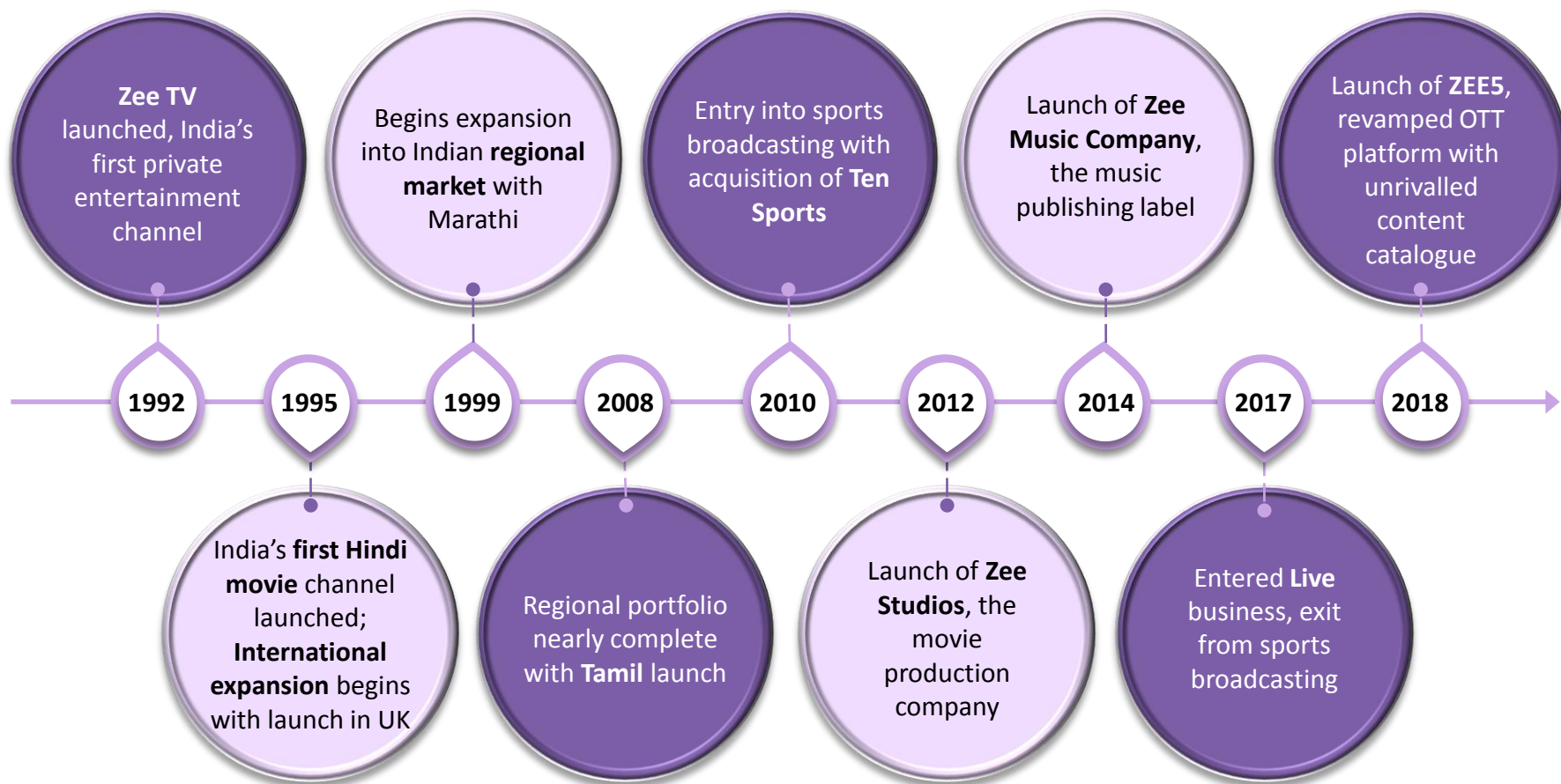
Content cost is a pass-through for distributors and their revenue growth is linked to broadcasters' subscription growth



A to ZEE of Content Leadership

ZEEL has evolved into a 360° entertainment content company

ZEE



With many firsts to its credits, ZEEL is the biggest homegrown entertainment network

Content for all

ZEE

Scripted fiction content in 9 languages

Soap operas, differentiated content in 9 languages primarily for 25+ female audience



Homegrown reality shows



Weekend entertainment for family viewing

Digital original content in 6 languages

Edgy, finite-format content primarily for male and youth (18-34) audience



Movie and music catalogue across languages



One of the biggest movie libraries and music catalogues catering to all age groups

International content from around the world

Curated global content for premium audience



Live entertainment across genres



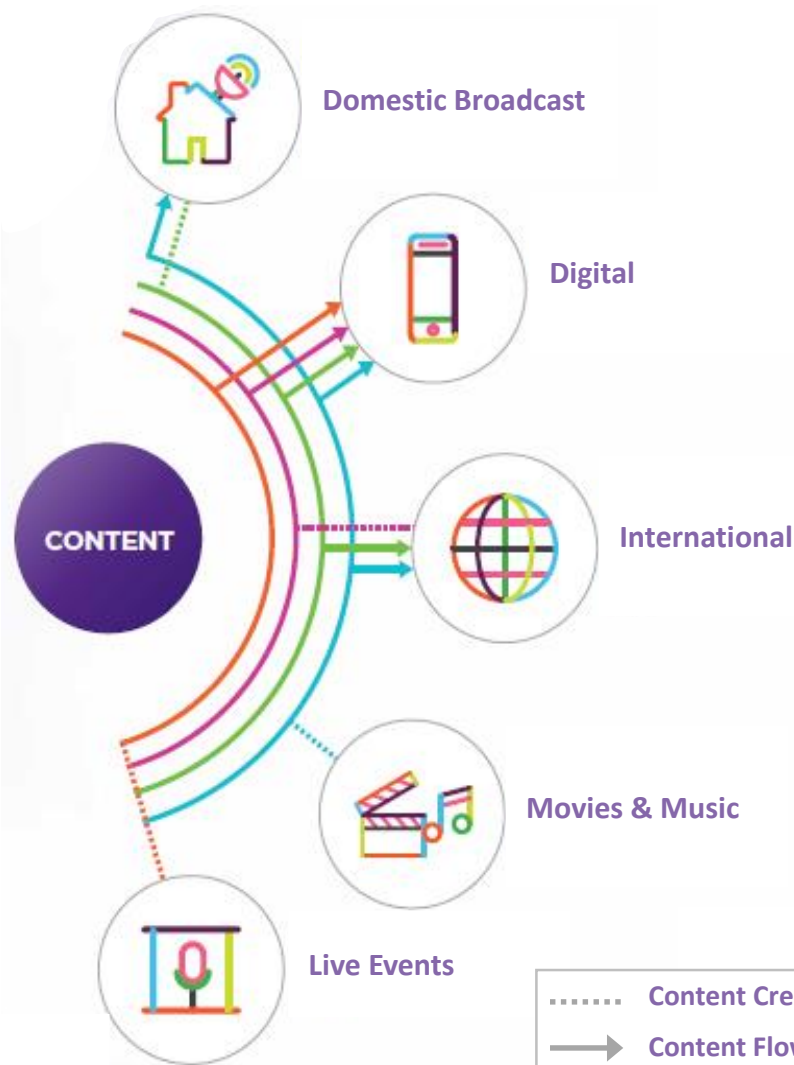
Music events, stand-up acts, theatre plays, etc. for youth audience

➤ ZEEL offers compelling content to audience across diverse demographics

Strong position in the M&E eco-system

ZEE

ZEEL Business Overview



Strong content creation expertise

- ❖ ~500 hours of content every week across 9 languages
- ❖ 25+ years of institutional learnings and consumer insights

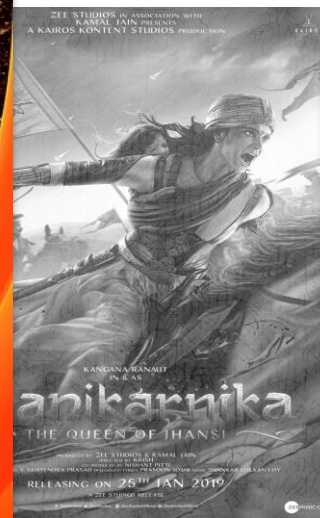
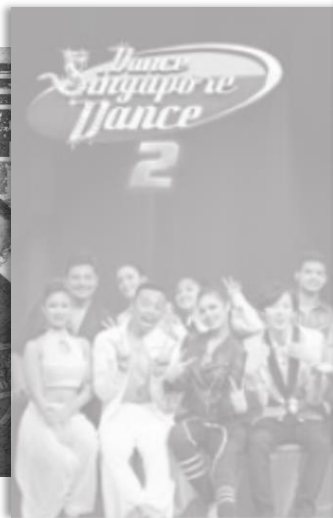
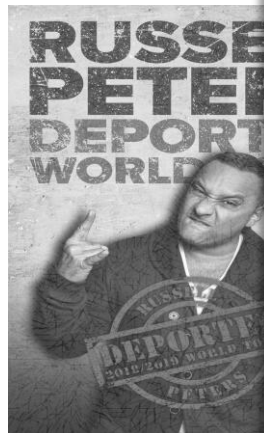
Strong partnerships across the value chain

- ❖ Long-standing relationships with talent – writers, directors, actors
- ❖ Strong partnership with distributors and advertisers

Synergy

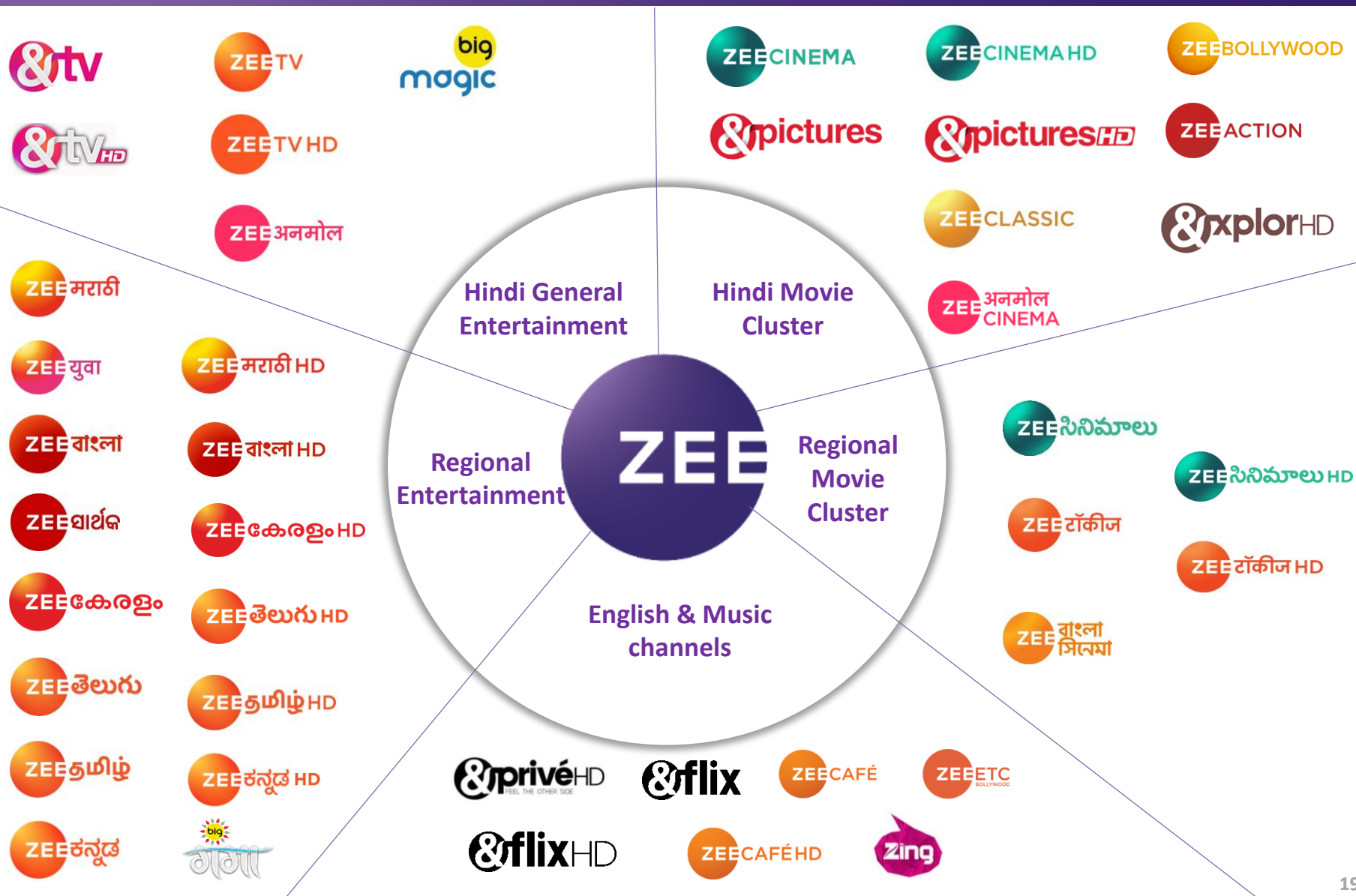
- ❖ Content created by one business monetized by others
- ❖ Content creation and marketing synergy with presence across verticals

Domestic Broadcast



Pan-India Network of 42 channels across 10 languages

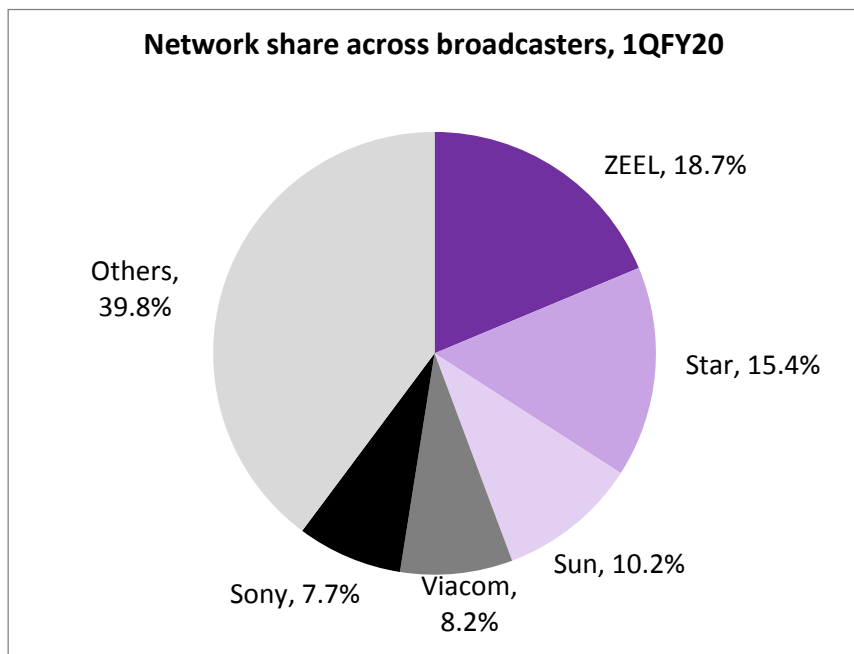
ZEE



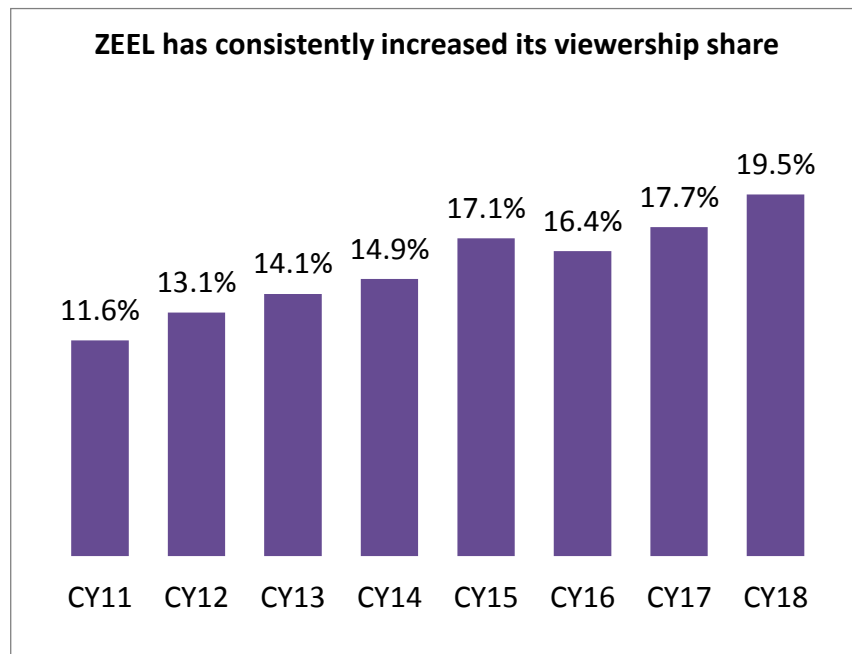
Continuously improving viewership



India's #1 entertainment network gaining market share across markets



Network share excludes News and Sports channels

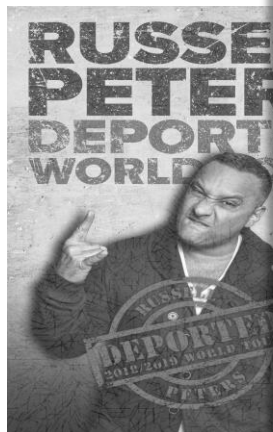


Data as per TAM upto March 2015 and as per BARC from April 2015 onwards



ZEEL has established a strong market position across Hindi entertainment, Regional and Movies

Digital

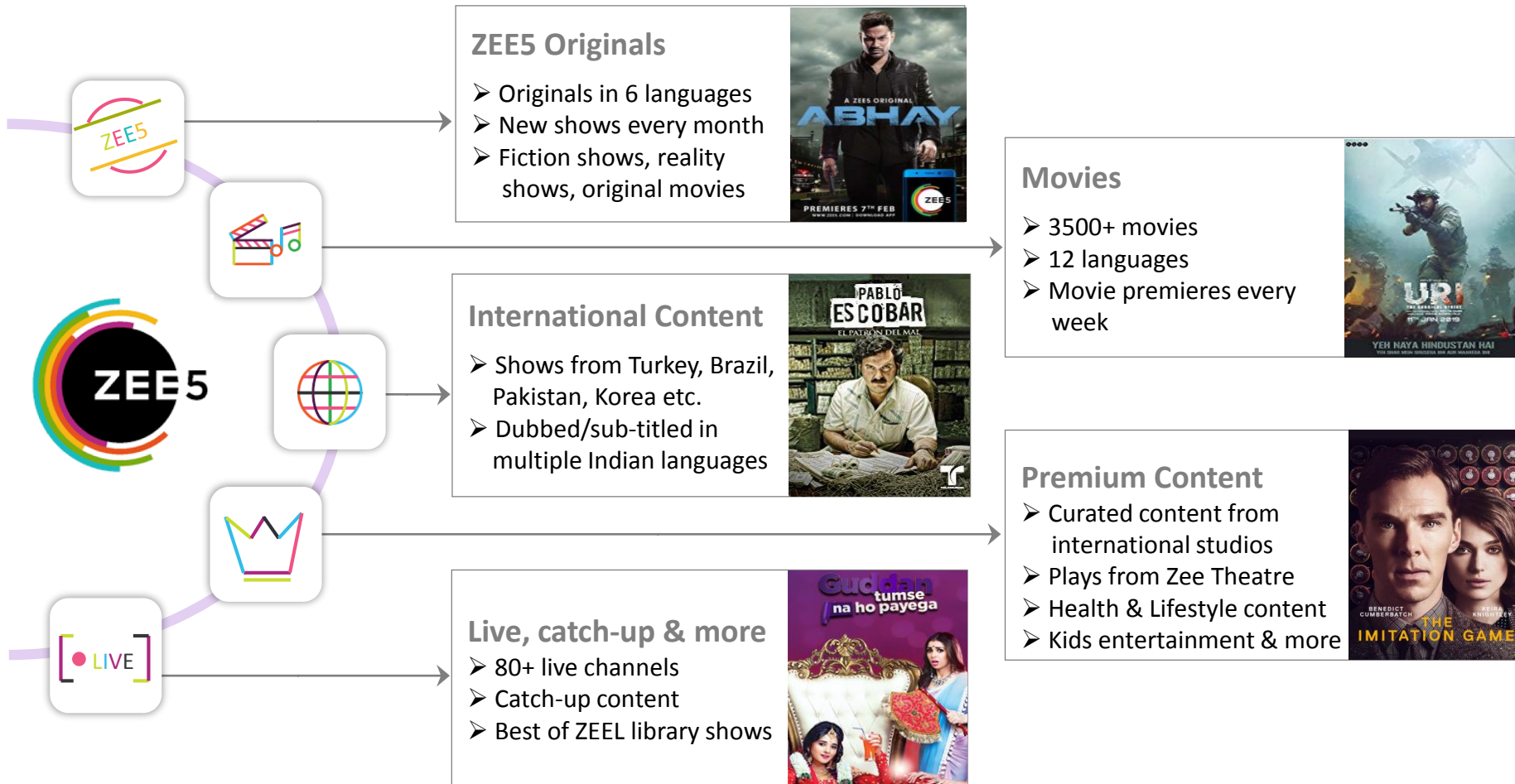


ZEE5 – the ultimate digital entertainment destination



ZEE5's content and technology is customized for the Indian consumer

ZEE5's unrivalled content catalogue



➤ ZEE5 released 18 original shows and movies in Q1FY20

➤ ZEE5's 100,000+ hours of content caters to the varied entertainment needs of Indian audience

Largest producer of original content across languages

ZEE

Tentpole shows



Engaging reality shows



Regional shows



Original movies



Short-form content



Biggest producer of original content in 6 Indian languages

Differentiated content targeted at the youth and male audience that are under-served on TV

Expanding reach and enhancing user experience with partnerships across value-chain



TOP MOBILE CARRIERS



OEM: SMART TV & SMART BOX

SAMSUNG



E-COM PARTNERS



TECHNOLOGY ALLIANCES



ZEE5 has the most exhaustive network of partnerships in the digital eco-system

ZEE5 – 2nd largest digital entertainment platform in India



ZEE5 scaling
up rapidly

76.4mn MAUs globally in just 15 months of launch

6.6mn DAUs globally in Jun'19

33 mins average time spend per user per day

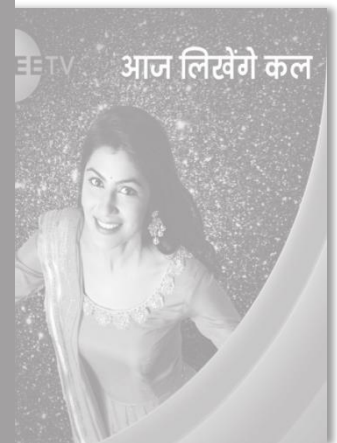
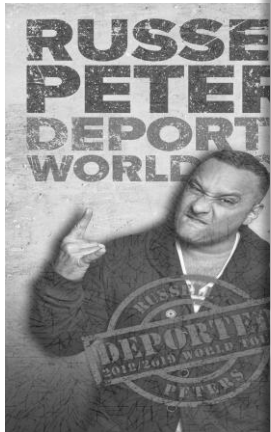
Original
content &
movie
premieres

Partnership
and alliance

Technology
features

Drivers for ZEE5 to be the #1 entertainment app over next 12 months

Movies and Music



Zee Studios' approach to movie production

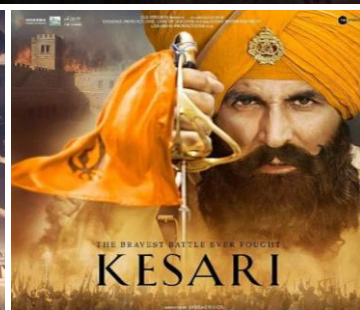
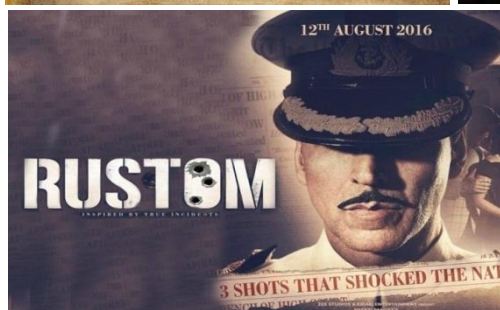


Zee Studios plans to make 10-12 movies a year which entails working capital investments of ~INR1.5-2bn

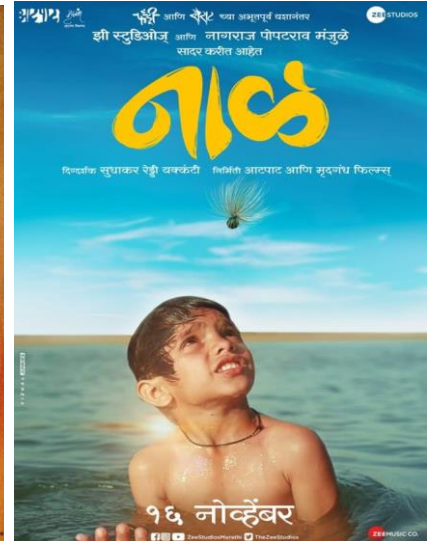
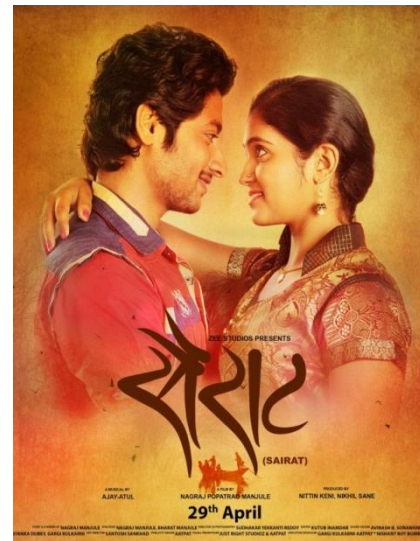
Leading movie production studio in India

ZEE

Hindi Movies



Regional Movies



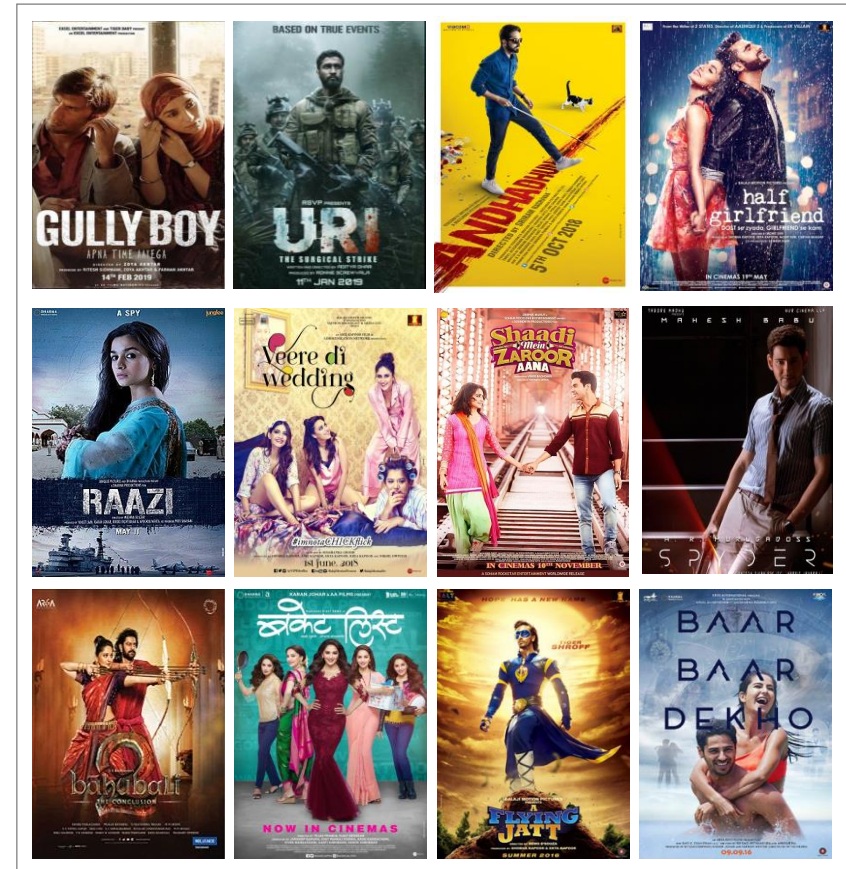
Zee Studios has established itself as one of India's leading movie production and distribution studios

Zee Music Company – India's fastest growing music label

ZEE



Diversified Music Catalogue

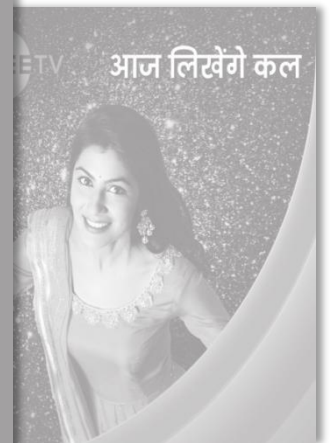
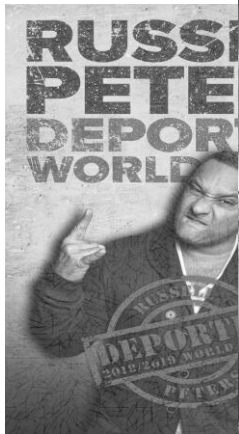


Digital streaming is the primary revenue source, contributing ~70% of the revenues of music labels

Zee Music Company (ZMC) is building a strong portfolio in regional markets

ZMC Youtube channel is the third most subscribed Indian channel

International



International portfolio serving diaspora and local audience



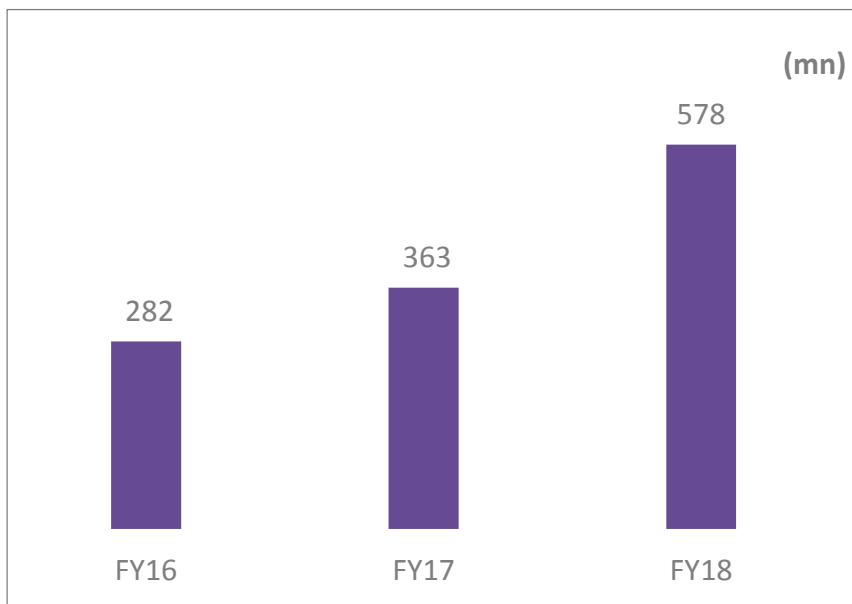
Presence in 170+ countries

39 international channels with 10 channels in 9 non-Indian languages

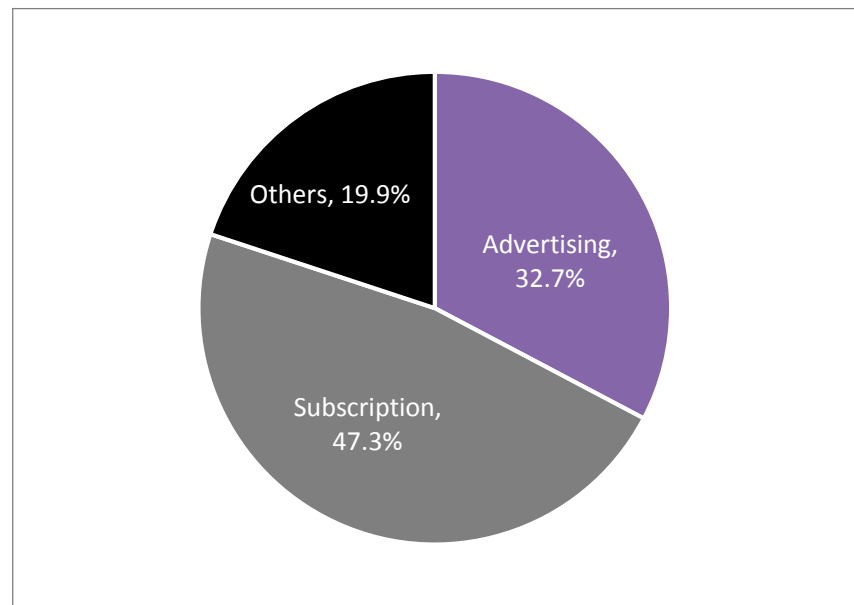
Serves South Asian diaspora as well as local audience in select countries

ZEE5 phase-wise global launch started

Increasing reach of ZEE's international portfolio



FY19 International revenues break-up (INR 8,180 mn)



A strong global presence



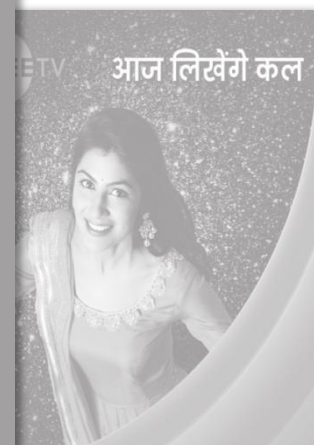
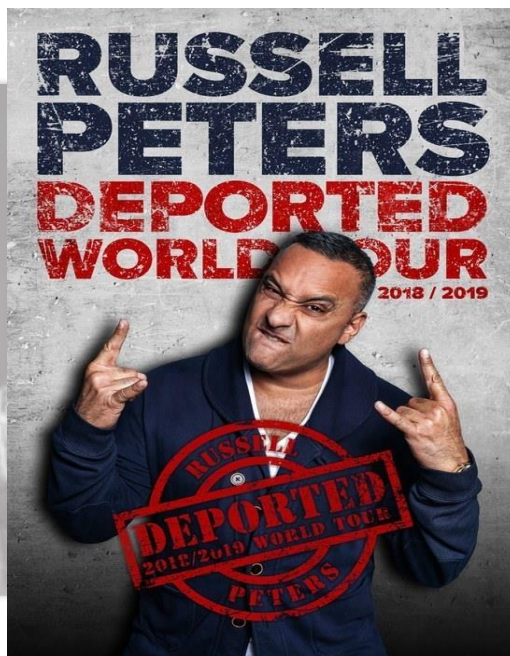
39 International Channels

10 Local Language Channels



Logos of ZEE's channels in local languages

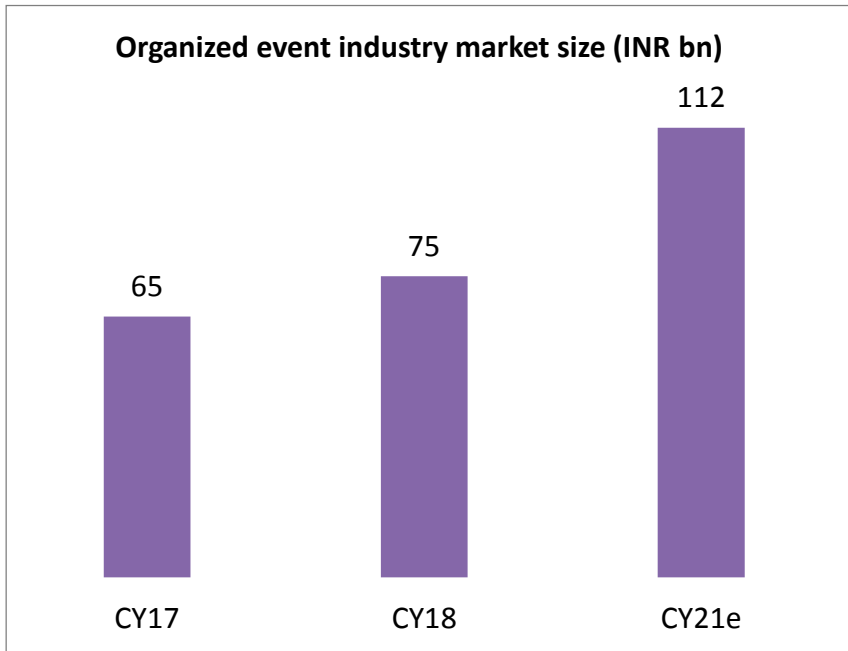
Live Events



Live events are taking off



Organized events industry set to grow



Source: FICCI-EY M&E Report 2019

Live events offer another touchpoint with audience



India is opening up to ticketed live events which presents a growth opportunity

Zee Live is dedicated to all forms of live entertainment including Festivals, Theatre, and Concerts

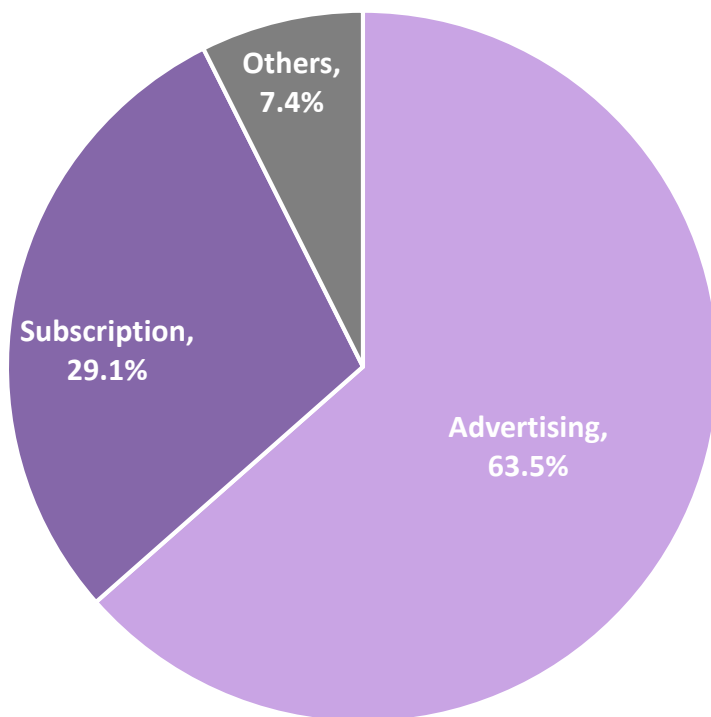
Financials



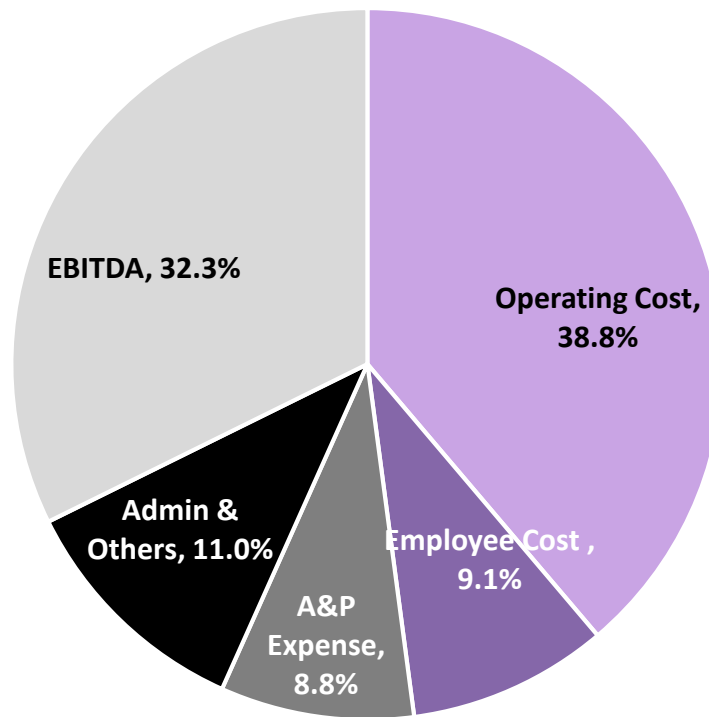
FY19 breakdown of revenues and costs

Revenues (adj. for sale of Sports) and EBITDA have grown at ~16% CAGR over the past 5 years

Revenue breakdown – INR 79,339 mn

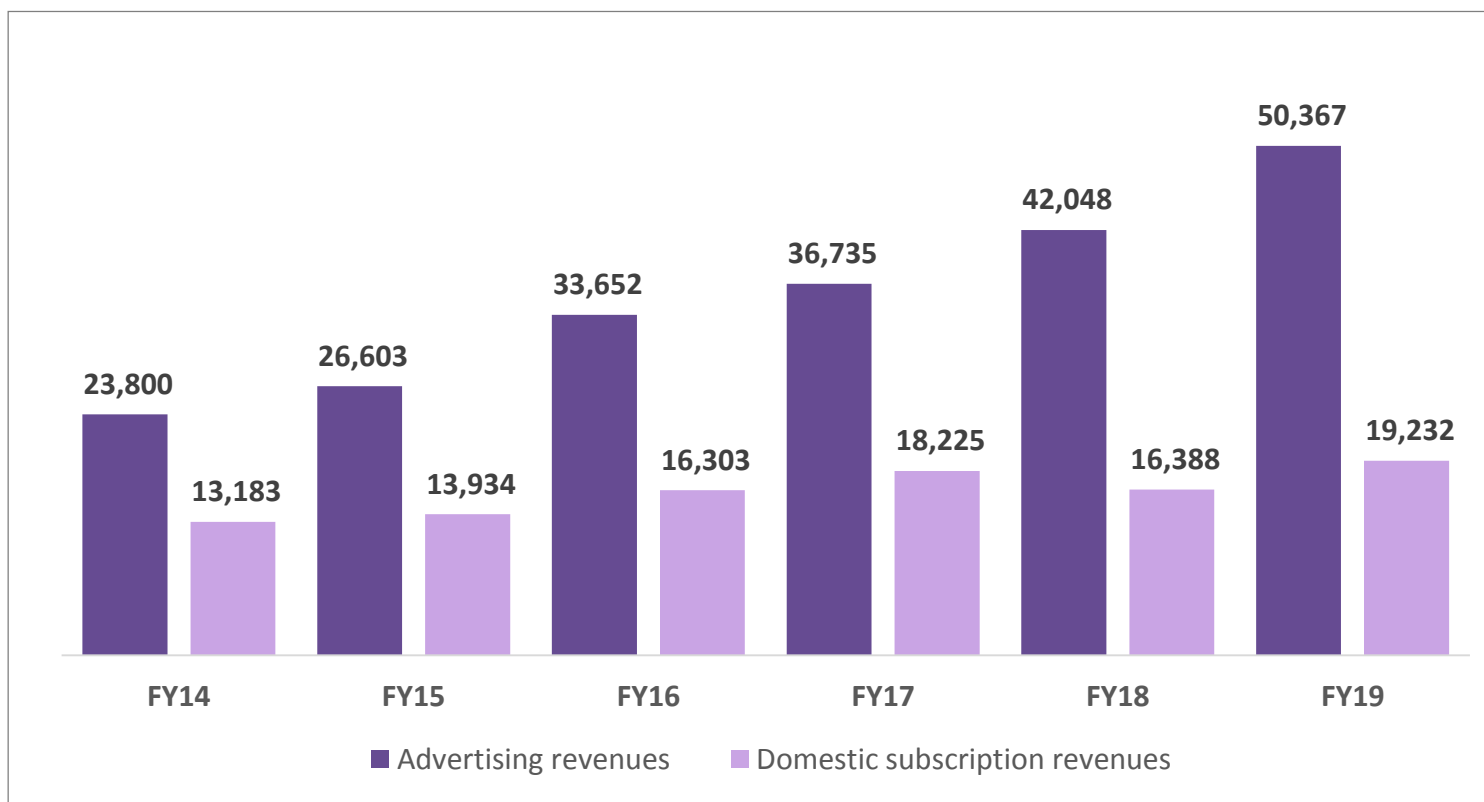


Costs breakdown – INR 53,700 mn



Robust growth in advertising and subscription revenues

Industry-leading advertising revenue growth continues; Strong growth in subscription



** FY18 subscription revenue declined as ZEEL divested its sports business in FY17 which was primarily a subscription driven business. On a like to-like basis, domestic subscription grew 11.8% in FY18.*

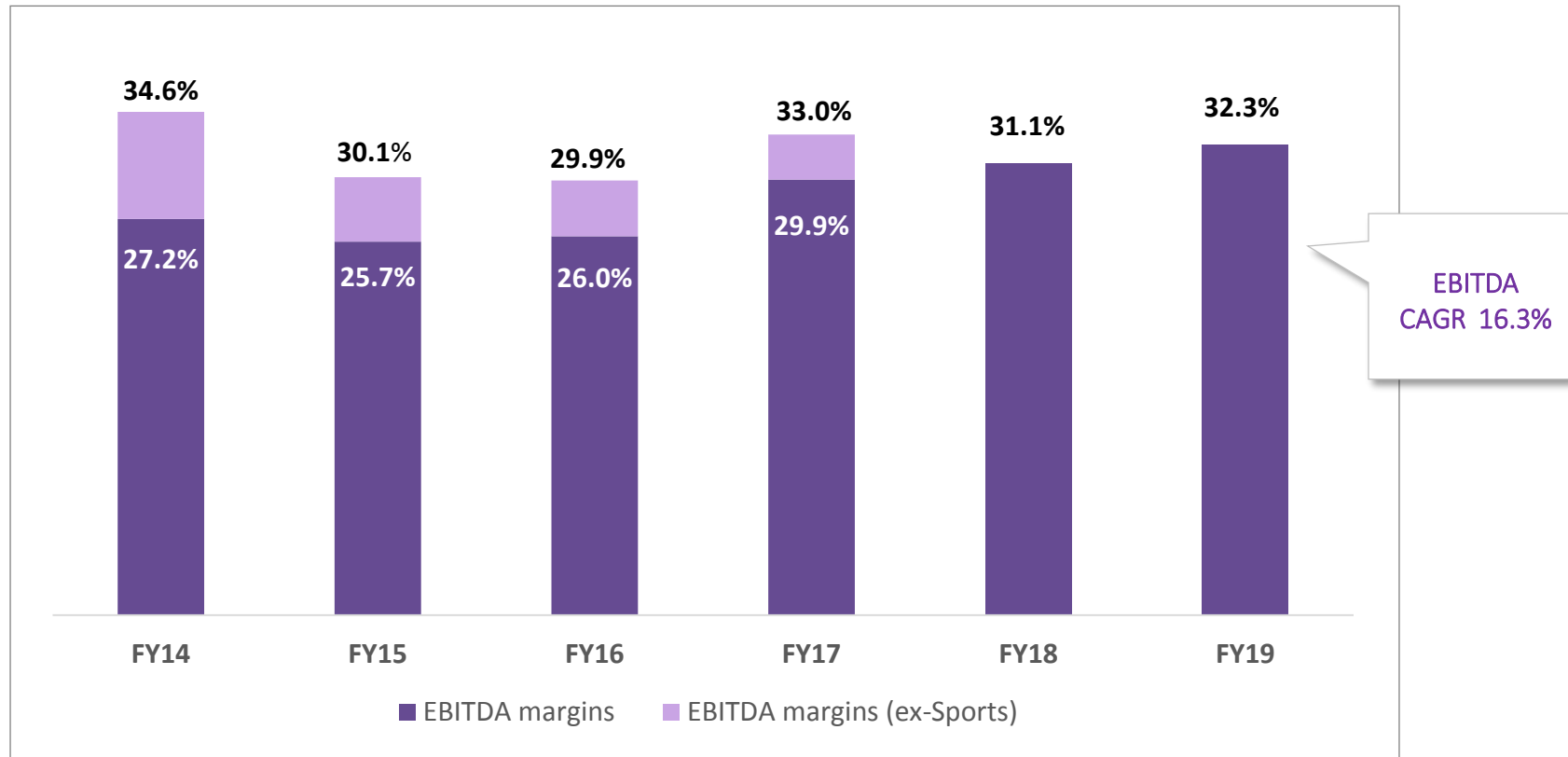


Domestic ad grew by 21% and domestic subscription grew by 17% in FY19

Consistent profitable growth



ZEEL's EBITDA margins at 30%+ is amongst the best in the M&E industry

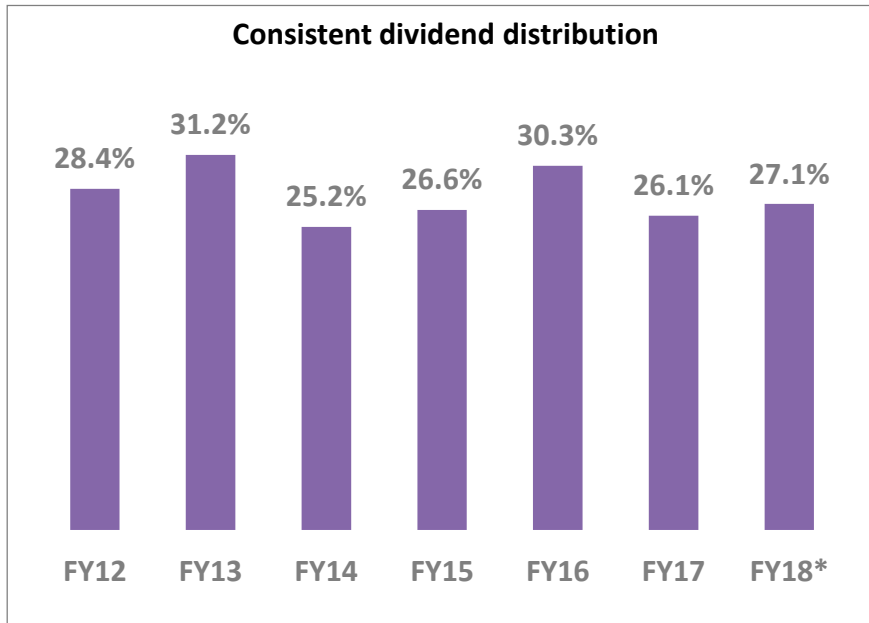


**ZEEL divested its sports business in FY17*

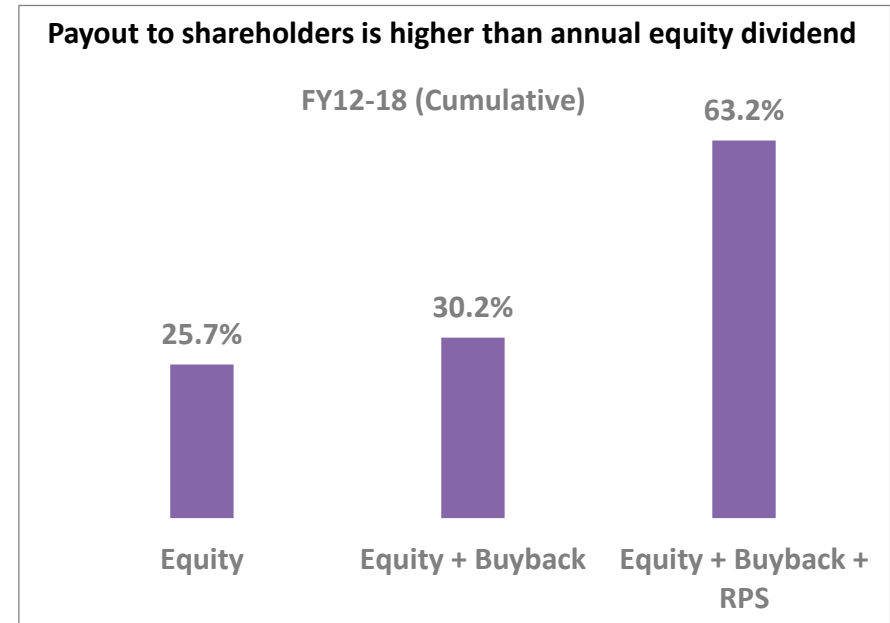
Consistent payout to shareholders



ZEEL's dividend payout has been consistent at 25%+ over the past 5-6 years



- Dividend payout is calculated on profit after tax (excluding exceptional items)
- FY18 payout is calculated on PAT after adjusting for exceptional items and other non-recurring gains



Redeemable Preference Shares (RPS) worth INR 21 bn issued in 2014



As per Dividend policy, ZEEL will pay 25-30% of Consolidated profits or 1/3rd of Standalone profits, whichever is higher, as dividend

ZEEL has used buyback and bonus preference shares in the past to boost payout to shareholders



Thank You